WHAT IS CLAIMED IS:

1. An apparatus for supporting a user's behavior, comprising:

an integrated behavior database generation unit configured to generate an integrated behavior database correspondingly storing a biomedical information and a behavior relational information of the user, the biomedical information being detected by a sensor associated with the user's body;

a behavior rule generation unit configured to generate a behavior rule of the user by referring to the integrated behavior database;

a message generation unit configured to generate a message to urge the user to do an exercise by referring to the behavior rule; and

a message notice unit configured to notify the user of the message.

2. The apparatus according to claim 1,

wherein the behavior relational information comprises a behavior database, a feeling database, and a behavior schedule database.

3. The apparatus according to claim 2,

wherein the behavior database correspondingly

includes a date, a start time, an end time, a start point, an end point, a user name, a behavior label , and a route.

4. The apparatus according to claim 3,

wherein the feeling database correspondingly includes a date, a start time, an end time, a user name, a feeling, and a feeling description.

5. The apparatus according to claim 4,

wherein the behavior schedule database correspondingly includes a date, a start time, an end time, a start point, an end point, a user name, a behavior label, and a route schedule.

6. The apparatus according to claim 5,

wherein the biomedical information comprises a sensor database, and

wherein the sensor database correspondingly includes a date, a start time, an end time, a measurement value of the sensor at the start time, and a measurement value of the sensor at the end time.

7. The apparatus according to claim 6,

wherein said integrated behavior data

generation unit merges information of the behavior data set, the feeling data set and the behavior schedule data set for the same user, the same date, the same start time and the same end time, and generates the merged information as the integrated behavior database.

8. The apparatus according to claim 1,

wherein said behavior rule generation unit extracts a tendency of the user's behavior from information of the integrated behavior database, modifies the extracted information as a condition-result rule, and generates the condition-result rule as a behavior rule database.

9. The apparatus according to claim 1,

further comprising a relational database configured to store a conception dictionary data set, a behavior label set, a calendar weather data set, a route data set, a seat data set, a map data set, and a map relational data set, and

wherein said integrated behavior data generation unit adds information to the integrated behavior database by referring to each set of the relational database.

10. The apparatus according to claim 8,

further comprising a behavior schedule reorganization unit configured to reorganize information of the behavior schedule database by referring to the behavior rule database, and

wherein said message generation unit generates the message as an advice to urge the user to do the exercise by referring to the reorganized information of the behavior schedule database.

11. The apparatus according to claim 10,

further comprising a behavior advice database configured to store the message in correspondence with the behavior rule.

12. The apparatus according to claim 1, further comprising,

an advice evaluation input unit configured to input an evaluation for the message from the user, and

an advice evaluation database configured to store the evaluation in correspondence with the message.

13. The apparatus according to claim 12,

further comprising a constraint condition rule

database configured to correspondingly store the behavior rule and the evaluation, and

wherein said message generation unit generates a message by referring to the constraint condition rule database.

14. The apparatus according to claim 5,

further comprising a data interface unit configured to input the feeling, the feeling description, and the behavior schedule data from the user.

15. The apparatus according to claim 14,

wherein said data interface unit interactively inputs a status data of the user's moving by the user's indication, and records the status data as the user's behavior in time series.

16. The apparatus according to claim 15,

wherein said data interface unit outputs a behavior graph of the user by using the recorded status data in time series.

17. The apparatus according to claim 13,

further comprising a database share unit configured to share information of the integrated

behavior database and the constraint condition database among a plurality of users.

18. The apparatus according to claim 6,

further comprising a location detection unit configured to detect the user's location information, and

wherein the integrated behavior database correspondingly stores the biomedical information, the behavior relational information and the location information.

19. A method for supporting a user's behavior, comprising:

generating an integrated behavior database correspondingly storing a biomedical information and a behavior relational information of the user, the biomedical information being detected by a sensor associated with the user's body;

generating a behavior rule of the user by referring to the integrated behavior database;

generating a message to urge the user to do an exercise by referring to the behavior rule; and

notifying the user of the message.

20. A computer program product, comprising:

a computer readable program code embodied in said product for causing a computer to support a user's behavior, said computer readable program code comprising:

a first program code to generate an integrated behavior database correspondingly storing a biomedical information and a behavior relational information of the user, the biomedical information being detected by a sensor associated with the user's body;

a second program code to generate a behavior rule of the user by referring to the integrated behavior database;

a third program code to generate a message to urge the user to do an exercise by referring to the behavior rule; and

a fourth program code to notify the user of the message.